

In the claims:

1. (Previously Amended) A method of Internet controlling, tracking and billing for the usage of vendor digital recorded media by subscribing downloading consumers, that comprises, enabling subscribing Internet consumers to access an established ISP gateway unique to and identifying the consumer under a predetermined ISP/consumer service billing relationship; embedding the respective vendor media with identifying digital code watermarking specific to the media and vendor; passing through said ISP gateway the respective code-embedded vendor media to the respective subscribing, ISP gateway -identified consumers for downloading; and implementing said ISP gateway also to serve as a media tollbooth, automatically billing consumer via the existing ISP, tracking and identifying the respective code-embedded vendor media passing through the ISP gateway to the respective subscribing consumers and automatically adding to said predetermined ISP/consumer billing, the appropriate further billing charges of the respective media vendors for such respective consumer downloading usage.
2. (Original) The method of claim 1 wherein such respective further billing charges for respective consumer downloading usage are distributed or credited amongst the respective appropriate media vendors.
3. (Original) The method of claim 2 wherein the ISP gateway retains a service fee from said further billing charges.
4. (Original) The method of claim 1 wherein the media are selected from the group consisting of music records, movies and software products.
5. (Original) The method of claim 2 wherein the media are music records, and the distribution includes to the respective music record vendors.

6. (Original) The method of claim 5 wherein the distribution also includes royalties and related payments to performing artists and musicians, composers and record producers and distributors.
7. (Previously Amended) A method of Internet service for usage of vendor digital recorded media by subscribing downloading consumers, that comprises, enabling subscribing Internet consumers to access an established ISP gateway unique to and identifying the consumer under a predetermined ISP/consumer relationship; and implementing said ISP gateway also to direct passage of said vendor digital recorded media through said gateway to the respective subscribing consumers, while performing the further function of a tollbooth automatically billing consumer via the existing ISP, as a service to vendors and customers for tracking the digital recorded media passing through said gateway.
8. (Original) The method of claim 7 wherein said tollbooth function includes collecting or billing for vendor charges for such downloading.
9. (Original) The method of claim 8 wherein said billed vendor charges are distributed, credited or allocated to the respective vendors, with said ISP gateway retaining a service charge.
10. (Original) The method of claim 7 wherein said tracking is aided by respective media- embedded digital identifying code readable by said ISP gateway as the respective recorded media pass therethrough.
11. (Previously Amended) A system for Internet controlling, tracking and billing for the usage of vendor digital recorded media by subscribing downloading consumers, having, in combination with an established ISP gateway from the Internet, means for

enabling subscribing Internet consumers to access the established ISP gateway unique to and identifying the consumer under a predetermined ISP/consumer service billing relationship; means for enabling the vendors to download their respective media, into the Internet, with each respective vendor media being embedded with respective identifying digital code watermarking; means for passing through said ISP gateway the respective code-embedded vendor media to the respective subscribing consumers for downloading; and means for implementing said ISP gateway also to serve as a media tollbooth, automatically billing consumer via the existing ISP, with means for tracking and identifying the respective code-embedded vendor media passing through the ISP gateway to the respective subscribing consumers and means for automatically adding to said predetermined ISP/consumer billing, appropriate further vendor billing charges of the respective media vendors for such respective consumer downloading usage.

12. (Original) The system of claim 11 wherein such further respective vendor billing charges for respective consumer downloading usage are distributed or credited amongst the respective appropriate media vendors.

13. (Original) The system of claim 12 wherein the ISP gateway retains a service fee from said further billing charges or otherwise.

14. (Original) The system of claim 11 wherein the media are selected from the group consisting of music records, movies and software products.

15. (Original) The system of claim 12 wherein the media are music records, and the distribution includes to the respective music record vendors.

16. (Original) The system of claim 15 wherein said distribution also includes royalties and related payments to performing artists and musicians, composers and record producers and distributors.
17. (Previously Amended) A system of Internet service for usage of vendor digital recorded media by subscribing downloading consumers, having, in combination with an established ISP gateway unique to and identifying the consumer from the Internet, means for enabling subscribing Internet consumers to access the established ISP gateway under a predetermined ISP/consumer relationship; and means for implementing said ISP gateway also to direct vendor digital recorded media through said gateway to the respective subscribing consumers, while performing the further function of a tollbooth automatically billing consumer via the existing ISP, for the vendors for tracking the digital recorded media passing through said gateway.
18. (Original) The system of claim 17 wherein said tollbooth function includes means for collecting, billing or crediting for vendors, the charges for such downloading.
19. (Original) The system of claim 18 wherein said vendor charges are distributed to the respective vendors, with said ISP gateway retaining or otherwise making a service charge.
20. (Original) The system of claim 17 wherein said tracking is aided by providing embedded digital-code identification in said media, and by means for detecting such code in said ISP gateway as the respective code-embedded recorded media pass therethrough.